

Subject: Donation Meters

From: Diana Yedoyan

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To: Blair Besten <blair@historiccore.bid>, Noah Strouse <noah@historiccore.bid>

Hello darlings,

I need some help getting two locations in the Historic Core for Donation meters. Below is my little sales pitch for folks. Basically we're looking for some private properties in the Historic Core that would be willing to put a meter on their property then some sponsors for the meetings. My initial ideas were grand Central Market, Spring St Arcade, etc. If you have any other ideas and can do a quick sales pitch email and CC me I would REALLY appreciate it (: Happy to come present at one of your board meetings too..again.

"Hi (insert name),

Hope you're well. I'm very excited to let you know about a new project that the Councilmember is working on in partnership with the Flintridge Center and Chrysalis to bring the [Real Change Movement](#) to Los Angeles. Homelessness and panhandling are part of everyday life in DTLA and we are always looking at innovative ways to tackle this issue.

Homeless Donation Meters are an exciting new project coming to Downtown Los Angeles that will provide our residents with the ability to give back to the homeless community and initiatives. Homeless Donation Meters re-brand traditional parking meters into "donation meters" that will allow pedestrians to donate money via coin, cash and credit/ATM cards.

Homeless Donation Meters not only are an effective way to raise funds for an important issue in Downtown Los Angeles, but they will also serve as a tool to educate our community about homelessness and homeless issues. Meters raise awareness of the impediments to panhandling in Downtown Los Angeles. Often times giving monetary donations to panhandlers only contributes to supporting drug and alcohol addictions and more aggressive panhandling.

This is where you come in! We have secured 12 meters to kick off our DTLA Pilot! We are looking for private property owners that would like to place a meter on their property and be part of our Real Change Movement LA. There are two options:

1. **Approving the placement of a meter on your property and having another business sponsor your meter (includes a plaque with the other business' name)**
2. **Approving the placement of a meter on your property AND sponsoring your own meter with your name on the plaque**

I'm happy to provide more information. Sponsorship of a meter is on an annual basis with a kick starter amount of \$5,000 and an annual renewal of \$3,000. Please let me know if you're interested! We're really excited to bring this project to DTLA and very excited to partner with you.

Best
Diana "

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Diana Yedoyan

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For regular updates and to sign up for our E-Newsletter, please visit our updated [Jose Huizar CD 14 website](#). Click on the icons below to follow us on Twitter, Facebook, and YouTube

